

**MINUTES
SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD**

APRIL 3, 2018

The meeting was called to order by Chairperson, Reed Ringstad at 6:27 p.m. Members present were Bill Ludwig, Liquor Store Manager; Len Gilmore (6:41 p.m.), Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Sue Hecht was absent.

Motion was made by Welling to approve the minutes from the January 29, 2018 and February 13, 2018 Municipal Off-Sale Liquor Board meetings. Seconded by Vaske and unanimously carried.

APRIL PROMOTIONS/SALES

Ludwig reviewed the April specials.

LOCATION OF EVENTS

The Board discussed its events and locations for such. Fees, professionalism, and overall working together were highlighted. The Board will continue to watch this.

CUSTOMER APPRECIATION DAY

Liquor Store Customer Appreciation Day will be Friday, May 25, 2018. Tastings, prizes, and discounts will be available at the store.

PURCHASING & SALES REPORT

Ludwig reviewed the following:

- Sales up \$13,017.00 or 4.7%
- Profit is up \$8,012.00 or 12.7%
- Sunday sales are averaging 87 customers with \$488.00 in profit.

EQUIPMENT

The coolers will be here tomorrow and the shelving will be ready to be picked up next week.

MEXICAN NIGHT EVENT

The event was attended by 83 persons; well attended with good food and many new items to taste. Changes for the next event like this would be the need for at least 2 more additional persons to help, make sure food is served on full-size plates, and confirm menu with the price quote.

WINE CLUB

41 persons attended the March Wine Club with 43 bottles sold. The Board will continue to watch the decrease in numbers and the cause for such; location, time, date, etc.

MMBA REPORT

Ludwig gave a brief MMBA report. He and other MMBA members continue to visit other municipal liquors throughout the state. The MMBA Conference will be held April 29- May 2 in Alexandria, MN.

2018 GOALS

Goals to include:

- Group buys
- Signage within the store
- Storage

There being no further business, the meeting was adjourned at 7:27 p.m.